

CONTRACT



KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

And:

Crossroads Media
66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

Contract / Revision 485107 /		Alt Order # 06228768
Product AMERICAN CROSSROADS		
Contract Dates 10/16/12 - 10/22/12		Estimate # 693
Advertiser American Crossroads NV		Original Date / Revision 10/16/12 / 10/16/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station KVVU	Account Executive Teresa Difuria	Sales Office TELEREP-PHIL
Special Handling		
Demographic Adults 35+		
IDB#	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 10	KVVU	10/22/12	10/22/12	TMZ	730-8p		:30			NM	1	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	1-----				1	\$675.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/22/12-10/28/12	TMZ	730-8p	M-----	:30		\$675.00	NM		
		See MG 10.2										
	2	KVVU	10/22/12-10/22/12	TMZ	M-Sa 8-10p/Su 7-1M	M-----	:30		\$675.00	NM		
	Ⓜ MG for 10.1 10/22											
N 12	KVVU	10/17/12	10/17/12	TMZ	730-8p		:30			NM	3	\$1,225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	--1----				1	\$675.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/15/12-10/21/12	TMZ	730-8p	---W-----	:30		\$675.00	NM		
		See MG 12.2, 12.3, 12.4										
	2	KVVU	10/22/12-10/22/12	Special Early News	Special Early News	M-----	:30		\$1,025.00	NM		
	Ⓜ MG for 21.1, 12.1											
	3	KVVU	10/18/12-10/22/12	Friends	M-F 12:05-1:05a	M---ThF----	:30		\$100.00	NM		
	Ⓜ MG for 21.1, 12.1											
	4	KVVU	10/18/12-10/22/12	Friends	M-F 12:05-1:05a	M---ThF----	:30		\$100.00	NM		
	Ⓜ MG for 21.1, 12.1											
N 21	KVVU	10/16/12	10/16/12	Fox 5 News at 5	5-530p		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-1-----				1	\$550.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/15/12-10/21/12	Fox 5 News at 5	5-530p	-Tu-----	:30		\$550.00	NM		
		See MG 12.2, 12.3, 12.4										
E 41	KVVU	10/22/12	10/22/12	FOX 5 News 5-6am M-F	5a-6a		:30			NM	11	\$9,755.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	1-----				1	\$380.00			

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Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

Contract / Revision	Alt Order #
485107 /	06228768

Contract Dates	Product	Estimate #
10/16/12 - 10/22/12	AMERICAN CROSSROADS	693

Advertiser	Original Date / Revision
American Crossroads NV	10/16/12 / 10/16/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/22/12-10/28/12	FOX 5 News 5-6am M-F	5a-6a	M-----	:30		\$380.00	NM		
			See MG 41.2,41.3,41.4,41.5,41.6,41.7,41.8,41.9,41.10,41.11,41.12									
	2	KVVU	10/22/12-10/22/12	FOX 5 News 5-6am M-F	5a-6a	M-----	:30		\$450.00	NM		
	Ⓜ		MG for 48.1,61.1,35.1,14.1,15.1,18.2,24.1,11.1,62.1,41.1,56.1,19.1									
	3	KVVU	10/22/12-10/22/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a	M-----	:30		\$725.00	NM		
	Ⓜ		MG for 48.1,61.1,35.1,14.1,15.1,18.2,24.1,11.1,62.1,41.1,56.1,19.1									
	4	KVVU	10/22/12-10/22/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a	M-----	:30		\$700.00	NM		
	Ⓜ		MG for 48.1,61.1,35.1,14.1,15.1,18.2,24.1,11.1,62.1,41.1,56.1,19.1									
	5	KVVU	10/18/12-10/18/12	Special Early News	Special Early News	---Th----	:30		\$450.00	NM		
	Ⓜ		MG for 48.1,61.1,35.1,14.1,15.1,18.2,24.1,11.1,62.1,41.1,56.1,19.1									
	6	KVVU	10/17/12-10/17/12	Fox 5 News at 5	5-530p	---W-----	:30		\$950.00	NM		
	Ⓜ		MG for 48.1,61.1,35.1,14.1,15.1,18.2,24.1,11.1,62.1,41.1,56.1,19.1									
	7	KVVU	10/17/12-10/17/12	Fox 5 News at 5 MF 530-6p	M-F 530-6p	---W-----	:30		\$1,025.00	NM		
	Ⓜ		MG for 48.1,61.1,35.1,14.1,15.1,18.2,24.1,11.1,62.1,41.1,56.1,19.1									
	8	KVVU	10/22/12-10/22/12	Fox 5 News at 5 MF 530-6p	M-F 530-6p	M-----	:30		\$1,025.00	NM		
	Ⓜ		MG for 48.1,61.1,35.1,14.1,15.1,18.2,24.1,11.1,62.1,41.1,56.1,19.1									
	9	KVVU	10/19/12-10/19/12	Special Early News	Special Early News	-----F----	:30		\$450.00	NM		
	Ⓜ		MG for 48.1,61.1,35.1,14.1,15.1,18.2,24.1,11.1,62.1,41.1,56.1,19.1									
	10	KVVU	10/18/12-10/18/12	BB League Championships	1pm-8pm	----Th----	:30		\$3,250.00	NM		
	Ⓜ		MG for 48.1,61.1,35.1,14.1,15.1,18.2,24.1,11.1,62.1,41.1,56.1,19.1									
	11	KVVU	10/17/12-10/17/12	More M-F 9-10a	M-F 9a-10a	---W-----	:30		\$280.00	NM		
	Ⓜ		MG for 48.1,61.1,35.1,14.1,15.1,18.2,24.1,11.1,62.1,41.1,56.1,19.1									
	12	KVVU	10/17/12-10/17/12	Katie	M-F 11a-12p	---W-----	:30		\$450.00	NM		
	Ⓜ		See MG 41.13									
	13	KVVU	10/17/12-10/17/12	Anderson	M-F 11a-12p	---W-----	:30		\$450.00	NM		
	Ⓜ		MG for 41.12 10/17									
Totals											65	\$38,905.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/22/12	65	\$38,905.00	\$33,069.25
Totals	65	\$38,905.00	\$33,069.25

Signature: _____ Date: _____

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REP HEADLINE# 6228768 TRF# 485107 REP: TEL# 610-293-4100 FAX# 610-225-1191
 \$\$\$ MOD# 3 : UNAPPROVED REV #1 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !! OCT16/12 14.52
 ORDER WORKSHEET HARRIS REPORT FROM REP *** KVVU-TV ***

ADV # _____ ADV. NAME ISS/AMER. CROSSROADS REP. # _____ OFF. # 762 SALESMAN # _____
 AGY # _____ AGY. NAME CROSSROADS MEDIA LLC BUYER NAME EMILY MILHOAN
 66 CANAL CENTER PLAZA, SUITE 555 SALES PRSN PH- TERESA DIFURIA
 ALEXANDRIA, VA 22314
 ORDER # _____ CONTRACT # 6228768 CLASS: NATL. LOCAL REGIONAL
 PRDCT AMERICAN CROSSROADS EST#693 COMMENTS: (LINE, ORDER, INVOICE)
 FLIGHT DATES OCT16/12 OCT22/12 WK-1
 CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE OCT16/12 14.52

REP: TO ROSE
 FR NIKKI
 O'D M11 AND M12
 SEE LINES 89-91
 TOTAL SAME
 PLS CNF THANKS

STA:

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
11	S		730P-800P	30		\$675.00	10/22	10/22	0		MON	0
PROGRAM : AVG. ALL WKS<												
89	A		930P-1000P	30		\$675.00	10/22	10/22	1		MON	1
PROGRAM : TMZ												
ORD COM1: TP CHG DUE TO THE DEBATE. PRE-BOOKED PLS APPROVE.												
THIS IS A MAKE-GOOD FOR OCT22 ON LINE-11 FOR 1 SPOT/WK												

AGENCY ADVERTISER CODE =
 AGENCY PRODUCT CODE =
 AGENCY EST# = 693

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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13	S		730P-800P	30		\$675.00	10/17	10/17	0		WED	0
PROGRAM : AVG. ALL WKS<												

22	S		500P-530P	30		\$550.00	10/16	10/16	0		TUE	0
PROGRAM : AVG. ALL WKS<												

90	A		730P-800P	30		\$1,025.00	10/22	10/22	1		MON	1
PROGRAM : SPECIAL NEWS AFTER DEBATE												
ORD COM1: SPOTS N/A DUE TO RATE. SEE MG OFFER. NOT PRE-BOOKED PLS APPROVE.												
THIS IS A MAKE-GOOD FOR OCT16 ON LINE-22 FOR 1 SPOT/WK												
THIS IS A MAKE-GOOD FOR OCT17 ON LINE-13 FOR 1 SPOT/WK												

91	A		105A-135A	30		\$100.00	10/18	10/22	2		TH-F,M	2
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PROGRAM : EXTRA
 ORD COM1: SPOTS N/A DUE TO RATE. SEE MG OFFER. NOT PRE-BOOKED PLS APPROVE.
 PART OF A MAKEGOOD MADE UP OF LINES 90-91

STATION MAKEGOOD OFFERS:
 M11 OK'D BUY#11 MISSED: MON/730P-800P OCT22 30S \$675.00 (OCT12/12)
 OFFER: MON/930P-1000P OCT22 30S \$675.00 PLS ADVISE.
 CMT: TP CHG DUE TO THE DEBATE. PRE-BOOKED PLS APPROVE.

M12 OK'D BUY#22 MISSED: TUE/500P-530P OCT16 30S \$550.00 (OCT16/12)
 BUY#13 WED/730P-800P OCT17 30S \$675.00
 OFFER: MON/730P-800P OCT22 30S \$1,025.00 PLS ADVISE.
 & TH-F,M/105A-135A OCT18(2/WK) 30S \$100.00
 CMT: SPOTS N/A DUE TO RATE. SEE MG OFFER. NOT PRE-BOOKED PLS APPROVE.

OCT/12 38905.00 CONTRACT TOTAL 38905.00
 TOTAL SPOTS 65

MARKET TOTALS \$243,156 KVVU 16% KSNV 31% KLAS 41% KTNV 11% KVMY 0% KVCW 0% CABL 0%
 KTUD 1%

HEAVY NBWS AND OLDER SKEWING PRIME AND SPORTS PURCHASED

SVC- NSI
 DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE